



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**American Rambler Production**  
**138 Conant Street**  
**Beverly, MA 01915**

# CONTRACT

<u>Contract / Revision</u> 566420 /		<u>Alt Order #</u> 07895092
<u>Product</u> ROMNEY/P/R RNC		
<u>Contract Dates</u> 08/08/12 - 08/14/12		<u>Estimate #</u>
<u>Advertiser</u> Romney/R/ President		<u>Original Date / Revision</u> 08/06/12 / 08/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> RNCR	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	3	08/08/12	08/12/12	Newschannel 3 News	6-7am		:30			NM	6	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$260.00			
N 2	3	08/13/12	08/14/12	Newschannel 3 News	6-7am		:30			NM	4	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$260.00			
√ 3	3	08/13/12	08/14/12	Price Is Right	11am-12n		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$415.00			
√ 4	3	08/08/12	08/12/12	Price Is Right	11am-12n		:30			NM	9	\$3,735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--333--				9	\$415.00			
√ 5	3	08/08/12	08/12/12	Newschannel 3 News	12n-1230pm		:30			NM	6	\$1,770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$295.00			
√ 6	3	08/13/12	08/14/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$295.00			
√ 7	3	08/13/12	08/14/12	CBS Daytime	1228-3pm		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$415.00			
√ 8	3	08/08/12	08/12/12	CBS Daytime	1228-3pm		:30			NM	6	\$2,490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$415.00			
√ 9	3	08/08/12	08/12/12	Ellen Degeneres 3pm	3-4pm		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$200.00			
√ 10	3	08/13/12	08/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$200.00			
√ 11	3	08/13/12	08/14/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$200.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
566420 /	07895092

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/08/12 - 08/14/12	ROMNEY/P/R RNC	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney/R/ President	08/06/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
		Start Date	End Date	Weekdays				Spots/Week	Rate		Spots	Amount
N 12	3	08/08/12	08/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$200.00			
N 13	3	08/08/12	08/12/12	Newschannel 3 News	5-530pm		:30			NM	6	\$1,980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$330.00			
N 14	3	08/13/12	08/14/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$330.00			
N 15	3	08/13/12	08/14/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$310.00			
N 16	3	08/08/12	08/12/12	Newschannel 3 News	530-6pm		:30			NM	6	\$1,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$310.00			
N 17	3	08/08/12	08/12/12	Newschannel 3 News	6-630pm		:30			NM	6	\$2,910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$485.00			
N 18	3	08/13/12	08/14/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$485.00			
N 19	3	08/13/12	08/14/12	7-730pm	7-730pm		:30			NM	4	\$1,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$465.00			
N 20	3	08/08/12	08/12/12	7-730pm	7-730pm		:30			NM	6	\$2,790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$465.00			
N 21	3	08/08/12	08/12/12	730-8pm	730-8pm		:30			NM	6	\$2,610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$435.00			
N 22	3	08/13/12	08/14/12	730-8pm	730-8pm		:30			NM	4	\$1,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$435.00			
N 23	3	08/13/12	08/14/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	22-----				4	\$540.00			
N 24	3	08/08/12	08/12/12	Late News (M-F)	11-1135p		:30			NM	6	\$3,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$540.00			
N 25	3	08/08/12	08/12/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$165.00			
N 26	3	08/13/12	08/14/12	Late Night with David Letterman	1135pm-1237am		:30			NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$165.00			
N 27	3	08/13/12	08/14/12	Monday Prime	10-11pm		:30			NM	1	\$1,655.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,655.00			
N 28	3	08/13/12	08/14/12	NCIS	8-9pm		:30			NM	1	\$2,060.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
566420 /	07895092

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/08/12 - 08/14/12	ROMNEY/P/R RNC	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney/R/ President	08/06/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Spots</u>	<u>Amount</u>
Week:		08/13/12	08/19/12	-T-----				1	\$2,060.00			
N 29	3	08/13/12	08/14/12	Tuesday Prime	9-10pm		:30			NM	1	\$1,785.00
Week:		08/13/12	08/19/12	-T-----				1	\$1,785.00			
N 30	3	08/13/12	08/14/12	Tuesday Prime	10-11pm		:30			NM	1	\$1,375.00
Week:		08/13/12	08/19/12	-T-----				1	\$1,375.00			
N 31	3	08/08/12	08/08/12	Wednesday Prime	9-10pm		:30			NM	1	\$1,925.00
Week:		08/06/12	08/12/12	--W----				1	\$1,925.00			
N 32	3	08/08/12	08/08/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,375.00
Week:		08/06/12	08/12/12	--W----				1	\$1,375.00			
N 33	3	08/09/12	08/09/12	Thursday Prime	8-9pm		:30			NM	1	\$1,785.00
Week:		08/06/12	08/12/12	---T---				1	\$1,785.00			
N 34	3	08/09/12	08/09/12	Thursday Prime	10-11pm		:30			NM	1	\$1,785.00
Week:		08/06/12	08/12/12	---T---				1	\$1,785.00			
N 35	3	08/10/12	08/10/12	Friday Prime	9-10pm		:30			NM	1	\$1,180.00
Week:		08/06/12	08/12/12	----F--				1	\$1,180.00			
N 36	3	08/08/12	08/12/12	Friday Prime	10-11pm		:30			NM	1	\$1,375.00
Week:		08/06/12	08/12/12	----F--				1	\$1,375.00			
N 37	3	08/11/12	08/11/12	Golf	Various		:30			NM	2	\$750.00
Week:		08/06/12	08/12/12	-----S-				2	\$375.00			
N 38	3	08/11/12	08/11/12	Saturday Prime	10-11pm		:30			NM	1	\$590.00
Week:		08/06/12	08/12/12	-----S-				1	\$590.00			
N 39	3	08/11/12	08/11/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$730.00
Week:		08/06/12	08/12/12	-----S-				2	\$365.00			
N 40	3	08/12/12	08/12/12	CBS Sunday Morning	9-1030am		:30			NM	2	\$560.00
Week:		08/06/12	08/12/12	-----S				2	\$280.00			
N 41	3	08/12/12	08/12/12	Face the Nation	1030-11am		:30			NM	1	\$345.00
Week:		08/06/12	08/12/12	-----S				1	\$345.00			
N 42	3	08/12/12	08/12/12	Golf	Various		:30			NM	2	\$1,000.00
Week:		08/06/12	08/12/12	-----S				2	\$500.00			
N 43	3	08/12/12	08/12/12	Newschannel 3 News	630-7pm		:30			NM	1	\$140.00
Week:		08/06/12	08/12/12	-----S				1	\$140.00			
N 44	3	08/12/12	08/12/12	Sunday Prime	7-8pm		:30			NM	1	\$1,275.00
Week:		08/06/12	08/12/12	-----S				1	\$1,275.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
566420 /	07895092

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/08/12 - 08/14/12	ROMNEY/P/R RNC	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney/R/ President	08/06/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
N 45 3		08/08/12	08/12/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$1,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				2	\$515.00			
Totals											152	\$68,290.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	152	\$68,290.00	\$58,046.50
<b>Totals</b>	<b>152</b>	<b>\$68,290.00</b>	<b>\$58,046.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.